Title: Spike It Up: The Ultimate Beach Volleyball Showdown at Due West College

Due West, July 15th, 2024 — Get ready for an electrifying day of sun, sand, and spikes at Due West College! We're thrilled to announce our inaugural beach volleyball tournament, "Spike It Up," sponsored by the United States Postal Service (USPS). This groundbreaking event is set to be a highlight of the summer, bringing together top-tier volleyball talent and fans for a day of competitive spirit and community fun.

Event Details:

Date: Saturday, July 15th, 2024

Location: Beach Volleyball Court, Due West College

Time: 9:00 AM to 7:00 PM

Join us for a spectacular day where local and regional teams will battle it out for the championship title. With ALDI as our presenting sponsor and exclusive food and beverage offerings from Publix, the day promises unmatched excitement and delicious delights. The Shipwreck Bar and Grill will add to the local flavor, ensuring a unique dining experience for all attendees.

Why You Can't Miss It:

Unrivaled Volleyball Action: Witness the athleticism and teamwork as some of the best teams in the region vie for the top spot.

Community Spirit: Celebrate with us as we support local businesses, foster community ties, and enjoy a day packed with thrilling matches.

Exclusive Sponsor Experiences: Interact with our sponsors through engaging activities and explore the quality services and products they bring to our community.

Get Involved:

Tickets are on sale now! Secure your spot at this must-attend event. For more information on ticket sales, event details, or how to get involved, please visit our official website at www.SpikeItUpVolleyball.com or contact our event coordinator, Ginger Pitts, at pitts@erskine.edu.

About Our Sponsors:

USPS: Leading with a commitment to community and engagement.

ALDI: Bringing affordability and quality to the forefront of our event.

Publix: Known for exceptional service and community involvement.

Shipwreck Bar and Grill: Offering a taste of local cuisine as our proud supplier.

Advertising Plan:

Social Media: Our digital campaign will kick off two months before the tournament, targeting our young, active audience. Weekly updates on platforms like Facebook, Instagram, and Twitter will include team introductions, behind-the-scenes looks at event

preparations, and sponsor spotlights. The frequency of posts will increase as the event approaches, with daily updates during the final week featuring live interviews and contests.

Local Radio: Starting six weeks before the event, we will air engaging 30-second ads during peak commute times to reach a broad audience. Weekend radio segments will offer in-depth interviews with organizers and participants, sharing the story behind "Spike It Up" and its impact on the community.

Television: Four weeks out, prime-time TV ads on local sports channels will capture the essence of "Spike It Up" with action-packed footage and interviews. These ads are designed to build excitement and anticipation, ensuring "Spike It Up" becomes the summer's must-attend event.

Through a combination of strategic planning, community engagement, and targeted advertising, "Spike It Up" is set to be more than just a beach volleyball tournament—it's a celebration of sport, community, and summer fun. Join us at Due West College for a day you won't want to miss!